

THE VALUE OF A PRINT

IMAGING USA

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WWW.MARATHONPRESS.COM
800-228-0629

PRINT.
THE MOVEMENT
<http://printmovement.org>

Why I'm Passionate about Prints

- I have a Fine Arts Degree.
- I love tangible things.
- I appreciate the talent needed to create a beautiful image on paper.
- Emotional satisfaction of a fine print.
- A print transforms the beauty of a room
- I'm old school.

What's Going On Out There?

The Consumer Profile

- 53% of consumers haven't printed a photo in more than 12 months.
- 70% don't have photo albums.
- 42% no longer print photos at all.

We are essentially raising a generation conditioned to not print photographs.

What's Going On Out There?

The Photographers Profile

1. Studios are not maximizing their full sales potential.
2. Client satisfaction doesn't start and end with a good photo session. They need to provide printed products, not just digital files.
3. The consumer isn't getting inspired to know how to decorate *creatively* with portraits.
4. The most successful photographers prepare for the sale long before the session.
5. Many studios lack the confidence to charge the proper amount for their photography.
6. Too many studios are relying on social media marketing alone for their marketing.

What's Going On Out There?

What Does This Mean?

- Tomorrow's consumer will not be conditioned to buy photographic prints without increased **motivation** and **inspiration**.
- This means more importance on **professional marketing** if you plan on making a sustainable, honest to God living as a professional photographer.

The Domino Effect

1. Gorgeous Photography.
2. Beautiful Branding.
3. Effective Marketing.
4. High end **PRINTED** Products.
5. Effective Sales.

The Print Advantage

There's never higher quality printed products available to sell than today.



The Print Advantage

Thanks to Technology

- Affordable specialty papers.
- Variety of finishes.
- Museum standard archivability.
- Textures of all types.
- Weights of all types.
- Marathon's HP 10,000 printer - 7 color Giclée process – inks absorb into the paper.

The Bella Art Paper Advantage

- Bella Art Papers give you a fresh new elite printed product that enables you to offer something unavailable to the average consumer or offered by discount stores, etc.
- Museum quality archival – 200 years +
- Papers absorb the ink. Not just sit on the surface. (scratch resistant)
- Water resistant (stain resistant)
- Presentation versatility
 - Traditional
 - Float plate
 - Stand alone
 - Box set



Artist Box

Advantage

- Artist Credibility
- Fine Art Sales
- Conversation Starter
- Feel the Paper
- Show Versatility
- Over All Sales Support
- Inspiration
- Uniqueness



The Print Advantage

PRINTS

- See texture
- Feel texture
- Group display
- Commitment to favorite images
- Creative treatments – torn edge
- Print is 3 dimensional
- No power required
- Larger than smart devices
- More visual impact
- Better decorating
- Shows you care

Digital

- No texture
- No Feel
- Not easily grouped
- Hard drive disorganization
- Simulated torn edge
- Flat screen
- Power required
- Small
- Minimal impact
- Cheap decorating
- Just a candid

The Print Advantage

Digital images on a smart device are often forced upon you leaving you with nothing else to say after the fifth compliment with the person dangling the device in front of your face hoping to wring out one more.

The Print Advantage



The Print Advantage

Wall prints are classy and humble & you don't have to invite people to look at them. They invite their own sincere compliments but are happy to be your silent treasure.

Powerful Products

Today's technology has created more unique photo products than ever before in history.

Unique Products



Powerful Products

- ✓ Traditional Prints.
- ✓ Unbound Prints.
- ✓ Metal Prints.
- ✓ Canvas Prints.
- ✓ Fine Art Paper Prints.
- ✓ Lay Flat Books.
- ✓ Jewelry Prints.
- ✓ More!

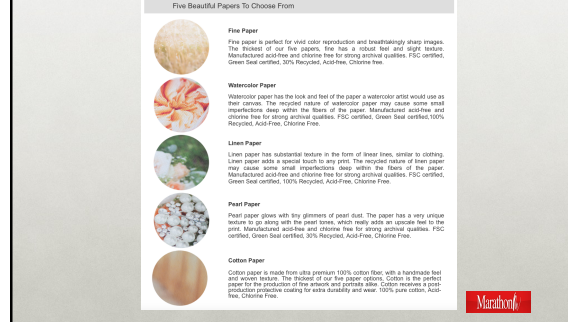
Bella Art Albums



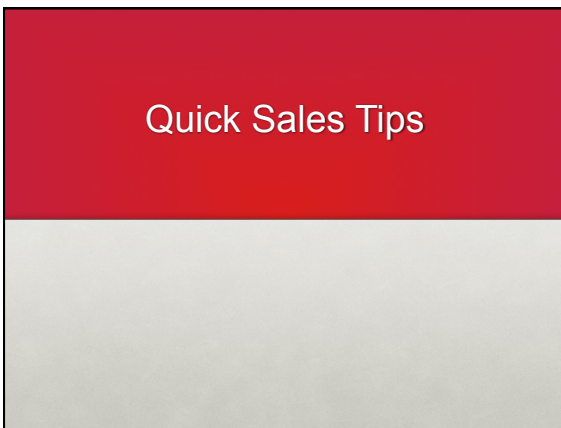
Bella Art Albums



Bella Art Prints

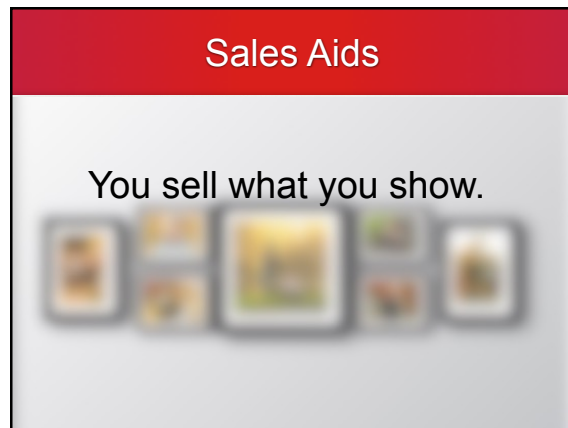


Quick Sales Tips



Sales Aids

You sell what you show.



Hint

Photograph with the end sales in mind.



Sales Aids



Sales Aids



Maximizing You

Top Studio Trends

- Top of their craft – technical & artistic.
- Professional & consistent marketing.
- Impactful branding.
- Proper pricing.
- Photography with sales in mind.
- Unique products that enable higher sales.
- An experience – in all aspects of your business.

Try a Bella Art Print of Your Own Courtesy of Marathon

- Get your free 16x24 Bella Art print when you bring our hand out to Marathon's booth (#200).
- Get a PDF of the Top 10 Price List Do's and Don't's e-mailed to you. Give me your business card with e-mail address on it.



Thank You!

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